



Omni United Corporate Fact Sheet

Established:	2003 by entrepreneur G.S. Sareen. Its American division, Omni United USA, was established in 2006. Omni United has been called “ <i>the IKEA of Tires</i> ” because it offers a variety of high quality products at reasonable prices.
World Headquarters:	1 Raffles Place, #30-03, One Raffles Place, Singapore 048616
Product Lines:	Omni United is a tire designer, manufacturer and distributor offering a complete line of passenger car, SUV, truck, bus and farm tires marketed under a number of brands: Radar Tires, Birla, Goodride, Roadlux and Speedways. Timberland Tires, the company’s latest brand, is a partnership with global outdoor lifestyle brand Timberland and was launched in the US in April 2015.
Distribution:	Omni United’s brands are sold in more than 80 countries worldwide through retail locations and online. In the North American sales constitute 65% of Omni United’s business; Latin America, Europe, Middle East, Africa (EMEA) and Asia, Pacific and China (APAC) account for the company’ other sales. Omni is also the parent company of Interstate Tire Distributor (ITD) a wholesale distributor based in California acquired in October 2015.
Philosophy:	Omni United is a forward-thinking, socially-responsible global tire designer manufacturer and distributor with a commitment to a sustainable future and giving back to society.
Awards and Recognitions:	2015 Singapore Enterprise 50 (E50) Awards 2015 Ethical Corporation’s Sixth Annual Responsible Business Awards 2014 Singapore Enterprise 50 (E50) Awards 2014 The Peak 30/30: The Game Changers 2014 Power List — 100 of Singapore's Most Powerful 2013 Promising SME 500 2013 Distinguished Business Award 2013 Singapore Enterprise 50 (E50) Awards 2013 DBS Insignia Spirit of Vision Prestige Award Receiver — G.S. Sareen 2012 Fortune Magazine — Asia's Hottest People in Business 2007 Emerging India Award — Overseas Business of the Year (HK and SG) 2006 Fastest Growing 50 (FG50)
Corporate Social Responsibility:	Omni United has been a corporate partner of the Breast Cancer Research Foundation since 2011, donating \$800,000 to help fund a cure. Radar Tires was the first tire company to be certified Carbon Neutral in 2013

Motorsports:

Omni United's flagship brand, Radar Tires, quickly made a name for itself in its inaugural foray into SCORE International's off-road racing series in 2012. In its short racing history, Omni United-sponsored race teams have made numerous podium appearances in each series of competition, including winning the SCORE Baja 500 in 2013, and sweeping the SCORE Baja 250, 500 and 1000 wins in class 10 in 2014.